

ABSTRACT OF THE DISCLOSURE

The color liquid crystal display device of the present invention has at least a liquid crystal display part, and light sources for irradiating the liquid crystal display part with lights of three primary colors, respectively, and performs display of one frame by respective fields of three primary colors and a white field displayed with a mixture of the three primary colors in the liquid crystal display part, wherein the device further comprises: means for comparing brightness levels of inputted three primary color signals for one frame with each other to define a maximum value thereof as a brightness level of a white signal for one frame; means for setting a proportion of the brightness level of the white signal to be displayed in the white field; and a light source driving part for driving the light sources of the three primary colors so that the white field emits light depending on the brightness level of the white signal and the proportion.

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